



Established in 1987, RedRover (formerly United Animal Nations) is a 501(c)(3) nonprofit based in Sacramento, California, that serves the United States and Canada. It is funded solely by private donations and does not receive government funding.

Mission

The mission of RedRover is to bring animals out of crisis and strengthen the human-animal bond through emergency sheltering, disaster relief services, financial assistance, and education. RedRover accomplishes its mission by engaging volunteers and supporters, collaborating with others, and maximizing the use of online technology.

History

United Animal Nations (UAN) was founded in 1987 by a small group that wanted to help animals. The organization's efforts at that time focused on animals left behind during natural disasters, providing financial assistance for emergency care, offering support for local animal advocates, saving horses from the inhumane Premarin production industry, and rescuing animals from deadly show fights.

United Animal Nations changed its name to RedRover on June 11, 2011, to better reflect the scope and tenor of its work. The color red was an already important and active motif in the organization, representing strength, determination, and passion; the name RedRover captured the tireless energy and dedication of the volunteers, supporters, and donors. The programs have since been refined and streamlined under the names RedRover Responders, RedRover Relief, and RedRover Readers.

Governance

RedRover is governed by a voluntary Board of Directors that serve a maximum of two, three-year terms. They attend quarterly board meetings, work closely with the staff, Board Chair, and President and CEO to help fulfill RedRover's mission, and serve as ambassadors in their communities.

Katie Campbell is RedRover's President and CEO, with more than 17 years of experience in the nonprofit world. In this role, Katie leads the organization with an eye toward building cross-sector collaboration, partnerships, and community. She is committed to RedRover's efforts to keep more people and their pets together and creating a more compassionate and empathetic world. Katie earned a Bachelor of Science degree in Sociology and Criminal Justice degree from Lees-McRae College, and a Master of Arts degree in Sociology from California State University

Top Policy Issues

- Ensuring emergency disaster planning includes animals
- Ensuring domestic violence survivors receive the support and resources necessary to escape abuse with their pets
- Supporting pet-inclusive housing initiatives
- Raising awareness about the link between domestic violence and animal abuse
- Promoting education reform to encourage social and emotional learning (particularly empathy for animals and people) in elementary schools